

### IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for delivery of targeted commercial messages, comprising:
  - (a) assembling a plurality of potential purchaser profiles which include purchaser supplied information and further include verified information to supplement and identify discrepancies in the purchaser-supplied information for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers;
  - (b) developing commercial message selection criteria for selecting from the potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;
  - (c) applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and
  - (d) presenting to a purchaser display unit of a potential purchaser identified as suited, the specified commercial messages.
2. (Original) The method of claim 1 wherein the specified commercial message prompts interactive input at the purchaser display unit, and the method further comprises receiving from the purchaser display unit interactive input signals.
3. (Original) The method of claim 1 wherein the act of displaying comprises selecting at the purchaser display unit the specified commercial message from a set of commercial messages.
4. (Original) The method of claim 1 wherein the act of displaying comprises selecting at a broadcast facility the specified commercial message from a set of commercial messages and communicating that specified commercial message to the purchaser display unit.

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5. (Currently Amended) A method for delivery of targeted commercial messages, comprising:
- (a) assembling a plurality of potential purchaser profiles in an electronic file for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers, the plurality of potential purchaser profiles including both purchaser-supplied information and verified information to supplement and identify discrepancies in the purchaser-supplied information;
  - (b) developing commercial message selection criteria for selecting from potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;
  - (c) applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and
  - (d) presenting over a data network to a potential purchaser identified as suited, the specified commercial messages.
6. (Original) The method of claim 5 further comprising compensating the potential purchaser for reviewing specified commercial messages.
7. (Original) The method of claim 5 wherein the act of presenting is carried out using email.
8. (Original) The method of claim 7 further comprising compensating the potential purchaser for receiving specified commercial messages.
9. (Original) The method of claim 7 further comprising compensating the potential purchaser for viewing specified commercial messages.
10. (Original) The method of claim 7 further comprising compensating the potential purchaser for interacting with specified commercial messages.

11. (Original) The method of claim 7 further comprising compensating the potential purchaser based on a level of profile information provided by the potential purchaser.

12. (Currently Amended) An apparatus for delivery of targeted commercial messages, comprising:

programs to

(a) ~~assembly~~ assemble a plurality of potential purchaser profiles in an electronic file for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers, the plurality of potential purchaser profiles including both purchaser-supplied information and verified information to supplement and identify discrepancies in the purchaser-supplied information;

(b) develop commercial message selection criteria for selecting from potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;

(c) apply the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and

(d) present over a data network to a potential purchaser identified as suited, the specified commercial messages.

13. (Original) The apparatus of claim 12 further including programs to compensate the potential purchaser for receiving specified commercial messages.

14. (Original) The apparatus of claim 12 further including programs to compensate the potential purchaser for viewing specified commercial messages.

15. (Original) The apparatus of claim 12 further including programs to compensate the potential purchaser for interacting with specified commercial messages.

16. (Previously Presented) The apparatus of claim 12, wherein the verified information includes third party verified information that is compared to the purchaser-supplied information.

17. (Previously Presented) The apparatus of claim 16, wherein the third-party verified information includes information from a database controlled by a third party.

18. (Previously Presented) The apparatus of claim 12, wherein the verified information includes self-verified information that is compared to the purchaser-supplied information.

19. (Previously Presented) The apparatus of claim 18, wherein the self-verified information includes behavioral information.

20. (Previously Presented) The apparatus of claim 12, further comprising programs to present the specified commercial messages over the data network to the potential purchaser in conjunction with content.

21. (Currently Amended) A method for delivery of targeted commercial messages, comprising:

(a) assembling a plurality of potential purchaser profiles based purchaser-supplied information and at least in part on information not directly supplied by the purchasers to identify discrepancies in the purchaser-supplied information, the profiles being assembled for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers;

(b) developing commercial message selection criteria for selecting from the potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;

(c) applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and

(d) presenting to a purchaser display unit of a potential purchaser identified as suited, the specified commercial messages.

22. (Previously Presented) The method of claim 21, wherein the information not directly supplied by the purchasers includes third party verified information that is compared to purchaser-supplied information.

23. (Previously Presented) The method of claim 21 wherein the information not directly supplied by the purchasers includes self-verified information that is compared to purchaser-supplied information.

24. (Currently Amended) A method for delivery of targeted commercial messages, comprising:

(a) assembling a plurality of potential purchaser profiles based on information from the potential purchasers and on verified information from at least one other source for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers, wherein assembling the plurality of potential purchaser profiles includes using the verified information to identify discrepancies in the information from the potential purchasers;

(b) developing commercial message selection criteria for selecting from the potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;

(c) applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and

(d) presenting to a purchaser display unit of a potential purchaser identified as suited, the specified commercial messages.

25. (Previously Presented) The method of claim 24, wherein the verified information from at least one other source includes third party verified information that is compared to the information from the potential purchasers.

26. (Previously Presented) The method of claim 24, wherein the verified information from at least one other source includes information from a source that tracks behavior of the at least one potential purchaser.

27. (Previously Presented) The method of claim 24, wherein the specified commercial messages are presented in conjunction with content to the purchaser display unit of the potential purchaser.

28. (Currently Amended) A method for delivery of targeted commercial messages, comprising:

(a) assembling a plurality of potential purchaser profiles based in part on purchaser-supplied information;

(b) adding information not directly supplied by the purchasers to the purchaser profiles to identify discrepancies in the purchaser-supplied information, the potential purchaser profiles for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers;

(c) developing commercial message selection criteria for selecting from the potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;

(d) applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and

(e) presenting to a purchaser display unit of a potential purchaser identified as suited, the specified commercial messages.

29. (Previously Presented) The method of claim 28, wherein the information not directly supplied by the purchasers includes third party verified information that is compared to purchaser-supplied information.

30. (Previously Presented) The method of claim 28, wherein the information not directly supplied by the purchasers includes self-verified information that is compared to purchaser-supplied information.

31. (Previously Presented) The method of claim 28, wherein the specified commercial messages are presented in conjunction with content to the purchaser display unit of the potential purchaser.

32. (Currently Amended) A method for delivery of targeted commercial messages, comprising:

(a) assembling a plurality of potential purchaser profiles for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers, the plurality of potential purchaser profiles including both purchaser-supplied information and verified information to supplement and identify discrepancies in the purchaser-supplied information;

(b) developing commercial message selection criteria for selecting from the potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;

(c) applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and

(d) presenting in conjunction with the delivery of content to a purchaser display unit of a potential purchaser identified as suited, the specified commercial messages.

33. (Previously Presented) The method of claim 32, wherein the verified information includes third party verified information that is compared to the purchaser-supplied information.

34. (Previously Presented) The method of claim 32, wherein the verified information includes self-verified information that is compared to the purchaser-supplied information.